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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/915,346	07/27/2001	Jun Hirai	21205SUS2S	7186
22850	7590	04/04/2006	EXAMINER	
OBLON, SPIVAK, MCCLELLAND, MAIER & NEUSTADT, P.C. 1940 DUKE STREET ALEXANDRIA, VA 22314				CHEA, PHILIP J
ART UNIT		PAPER NUMBER		
2153				

DATE MAILED: 04/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/915,346	HIRAI, JUN	
	Examiner	Art Unit	
	Philip J. Chea	2153	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 27 February 2006.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 27-50 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 27-50 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 27 July 2001 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

This Office Action is in response to a Request for Continued Examination filed February 27, 2006.

Claims 27-50 are currently pending. Any rejection not set forth below has been overcome by the current Amendment.

Claim Rejections - 35 USC § 112

1. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

2. Claims 28,29,30-34,36-37 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.
3. Claim 28 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.
4. Claim 29 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.
5. Claim 30 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.
6. Claim 31 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.
7. Claim 32 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.
8. Claim 33 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.
9. Claim 34 recites the limitation "said analysis object" in line 3. There is insufficient antecedent basis for this limitation in the claim.

Art Unit: 2153

10. Claim 36 recites the limitation "said analysis object" in line 2. There is insufficient antecedent basis for this limitation in the claim.

11. Claim 37 recites the limitation "said analysis object" in line 2. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 102

12. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

13. Claims 27-50 are rejected under 35 U.S.C. 102(e) as being anticipated by Lin et al. (US 6,801,945), herein referred to as Lin.

As per claims 27,35,38,46,49,50, Lin discloses a web audience analyzing method for analyzing audiences of a Web page assembly constituted of at least one Web page by a computer, as claimed, comprising:

acquiring related information including a designation of a related page assembly which is related to a target Web page assembly (see column 4, lines 1-11, where related page assembly is considered descendent), wherein a number of audiences of the related page assembly is sufficiently large as to obtain an audience characteristic regarding the related page assembly by a statistical analysis processing (see ~~column~~ Figs. 3 and 4);

acquiring audience characteristic information regarding the related page assembly designated by said related information (see column 2, lines 9-12); and

executing the statistical analysis processing based on the acquired audience characteristic information regarding the related page assembly and outputting a statistical analysis result of the related

Art Unit: 2153

page assembly as an estimated value of the audience characteristic regarding the target Web page assembly (see column 3, lines 18-30, where target web page is considered S and related page assembly is considered descendent spaces).

As per claims 28,39, Lin further discloses that the related information is generated based on the designation of the related page assembly which is related to said target Web page assembly and selected from Web page assemblies present on a network and generates said related information (see column 3, lines 2-17).

As per claims 29,40, Lin further discloses that said related information includes the designation of the related page assembly which is linked with said target Web page assembly in a predetermined relation (see column 3, lines 2-17).

As per claims 30,41, Lin further discloses that the related information includes the designation of the related page assembly which is a linker of said target Web page assembly (see column 5, lines 50-66).

As per claims 31,42, Lin further discloses that the related information includes the designation of the related page assembly which has a linker common with the linker of said target Web page assembly (see column 3, lines 2-17).

As per claims 32,43, Lin further discloses that related information is generated based on the designation of the related page assembly obtained as a linker of said target Web page assembly by processing referrer information indicating the linker of a Web page accessed utilizing a link (see column 3, lines 2-17).

As per claims 33,44, Lin further discloses obtaining the number of accesses utilizing a link to said target Web page assembly from the related page assembly designated by said related information for each related page assembly designated by said related information by processing said referrer information (see column 3, lines 18-30); and

weighting the audience characteristics information acquired in accordance with the number of accesses (see column 2, lines 9-12).

Art Unit: 2153

As per claims 34,45, Lin further discloses obtaining the number of users having utilized a link to said target Web page assembly from the related page assembly designated by said related information for each related page assembly designated by said related information based on user identifying information transmitted from a terminal of the user having accessed a Web server, and said referrer information (see column 2, lines 9-12); and

weighting the audience characteristic information acquired in accordance with the number of users (see column 2, lines 9-12).

As per claim 36,47, Lin further discloses that the designation of the target Web page assembly is inputted via a network (Fig. 1).

As per claim 37,48, Lin further discloses that the estimated value of the audience characteristic of the target Web page assembly is provided via a network (Fig. 1).

Response to Arguments

14. Applicant's arguments with respect to claims 27-50 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Philip J. Chea whose telephone number is 571-272-3951. The examiner can normally be reached on M-F 7:00-4:30 (1st Friday Off).

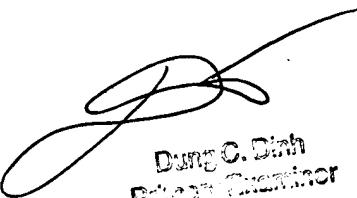
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Glenn Burgess can be reached on 571-272-3949. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2153

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Philip J Chea
Examiner
Art Unit 2153

PJC 3/27/06



DUNG C. DINH
Primary Examiner